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CLAIMS

- 1. (Currently amended) A tamping labeler for use in a labeling apparatus, comprising:

 a tamping face that is movable from a retracted position to an extended tamping position,
 said tamping face having a base including a plurality of vacuum holes and a plurality of discrete
 projections projecting outwardly from said base for maintaining at least a substantial portion of a
 label at a stand off from said base, said projections projecting from said base and having a
 uniform height, none of said projections each extending over only a portion of completely across
 said base in any direction or and not completely surrounding one of said vacuum holes, said
 projections being mutually exclusive of said vacuum holes.
- 2. (Canceled)
- (Currently Amended) The tamping labeler of claim 1 wherein said projections are arranged such that each hole is at least partially surrounded by at least one of said projections.
- (Original) The tamping labeler of claim 1 wherein at least some of said projections are ridges.
- 5. (Previously Presented) A tamping labeler for use in a labeling apparatus, comprising: a tamping face having a base including a plurality of vacuum holes and a plurality of projections projecting outwardly from said base for maintaining at least a substantial portion of a label at a stand off from said base, said projections being mutually exclusive of said vacuum holes, wherein at least some of said projections are circular ridges.
- (Original) The tamping labeler of claim 1 wherein at least some of said projections are domes.

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7. (Currently amended) A tamping labeler for use in a labeling apparatus, comprising:

a tamping face that is movable from a retracted position to an extended tamping position,

said tamping face having a base including a plurality of vacuum holes and a plurality of discrete

projections projecting outwardly from said base for maintaining at least a substantial portion of a

label at a stand off from said base, said projections projecting from said base and all of said

projections having the same height, said projections each extending over only a portion of said

base and not completely surrounding said vacuum holes, said projections being mutually

 $\underline{exclusive\ of\ said\ vacuum\ holes,\ said}\ \ \underline{The}\ tamping\ labeler\ \underline{of\ claim\ 1}\ further\ comprising\ flexible$

accordion sides for allowing said tamping labeler to extend and retract.

8. (Original) The tamping labeler of claim 7 further comprising a one-way valve for

blocking said holes when a positive pressure is introduced into said tamping labeler.

9. (Original) The tamping labeler of claim 1 wherein said tamping face is textured and said

projections result from the texture of said tamping face.

10. (Canceled)

11. (Currently Amended) A bellows for use in a labeling apparatus, comprising:

a bellows:

tamping means for extending and retracting said bellows; and

a tamping face connected to on said tamping means bellows, said tamping face having a

base including a plurality of vacuum holes and a plurality of projections projecting outwardly

from said base, none of said projections extending completely across said base in any direction

or completely surrounding one of said vacuum holes, said projections being each having the

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same height and mutually exclusive of said vacuum holes for reducing surface tension between a label held by vacuum to said tamping face when said tamping face is wet.

12. - 16. (Canceled)

17. (Previously Presented) A product labeling apparatus, comprising:

an indexing turret carrying a plurality of tamping labelers, each tamping labeler having a tamping face with a plurality of projections projecting outwardly from said tamping face for maintaining at least a substantial portion of a label at a stand off from said tamping face;

a vacuum chamber in fluid communication with each tamping labeler other than at a labeling station;

a positive pressure chamber in fluid communication with a tamping labeler at said labeling station:

a label supply for supplying a label to a tamping face of a tamping labeler at a label supply station spaced from said labeling station, wherein said tamping face of each tamping labeler has a plurality of holes, wherein said projections are arranged such that each hole is at least partially surrounded by at least one of said projections, wherein at least some of said projections are circular ridges.

- 18. (Currently Amended) The labeling apparatus labeler of claim 43 11 wherein at least some of said projections are domes.
- 19. (Currently Amended) The labeling apparatus of claim 44 18 further comprising a one-way valve for blocking said holes when a positive pressure is introduced into said tamping labeler.

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(Currently Amended) The labeling apparatus of claim 43 19 wherein said tamping face is
textured and said projections result from the texture of said tamping face.